

# Affiliate Automation

**How You Can Make Money  
Doing Market Research & Do Next To  
None Of The Work Yourself**

There's no end to information products that show you how to make money using Google Adwords and ClickBank. ClickBank is by far the largest marketplace of digital products and Adwords is the easiest and (usually) most effective place for someone to start buying traffic from. So the combination is a match made in heaven... right?

Almost all these products cover the same thing:

- How to set up an Adwords account/campaign/adgroup
- How to find niches and products to promote from the ClickBank marketplace
- Sample template ads that are proven to work
- The need to split test your ads and track your results

Some of the products talk about list building, building certain kinds of landing pages, preselling the visitor on the click, and even actual "how-to" on setting up conversion tracking using any one of the many tracking scripts out there.

[Google Nemesis](#) is the latest in this long batch of ClickBank + Adwords products. The advantage of Google Nemesis is that it is EXTREMELY FOCUSED:

- It teaches ONE METHOD for making money as a ClickBank affiliate
- It includes hosting, page creation, and tracking software in the price
- It's made for someone trying to make \$50-\$100/day ONLY

Focus is good here. Most people fail because they fail to take action. The second reason a lot of people fail is because they "major in the minors" – they get caught up in all the technical details of HTML, PHP, setting up tracking scripts, MySQL, yada yada and they forget the the #1 job is to **market and sell**.



The core affiliate marketing "strategy" that [Google Nemesis](#) teaches is very basic stuff though. No advanced secret-service CIA/MI5 stuff here.

Just **AdWords** → **Review Page** → **Vendor**. This simple model strips the affiliate marketing approach to its bare essence and focuses on learning a single skill – preselling – and simplifies even that by making the affiliate presell in a single, turnkey way by comparing 2-3 products on the landing page (i.e. the "review page").

The advantage of this model is that it is completely turnkey. You can put together a page builder that doesn't require any HTML/CSS skills, you can install the tracking software once and be done with it forever, and you can make a checklist of exactly

what to write on each “review” and you can use premade templates.

The “problem” is scaling this model and getting past the \$50/day barrier. Sure, some overachievers will successfully use this model to get to \$100/day and some may even do a little better. But getting past that is hard.

*Note: I ‘stole’ the graphic above from my friend and super affiliate Andre Chaperon. Andre has a great description of the benefits of Google Nemesis and a killer bonus he and his partner put together for the product. Check it out here: <http://NemesisBully.com>*

Here's something nobody is talking about – how to take an approach like Google Nemesis is teaching and squeezing it for every dollar you can. Ready?

*Google Nemesis is for market research & folks that run part of their affiliate business on complete autopilot. The secret is outsourcing.*

Chris doesn't talk about this in his videos or even in the product – most people buying it aren't ready yet – but the way you use something like this to MAXIMUM EFFECT is:

- **Hire someone from India or another low labor market**
- **Give them some training videos on how to use the Google Nemesis page builder, set up Adwords campaign & ads, etc.**
- **Every day give them 5-10 niches and have them make campaigns for each of those. Let them set up the ads, the landing page, everything. EVERYTHING.**
- **Every morning your job is to log in, look at a few key stats, turn some campaigns off, let others run, and ask for changes on the rest.**

Wash. Rinse. Repeat.

When you find a winning campaign over a few days you can decide to "turn it up a notch" and graduate past [Google Nemesis](#): build product specific lead capture pages and email market.

Now this will require an additional set of skills (presell pages, setting up hosting, HTML, tracking scripts, etc.) but again all this can be outsourced and you only have to do it once you have PROVEN the niche and at least one product in that niche.

When you get a more complete presell model to work you know you have a winning sales system in place and then you need to MAKE YOUR OWN PRODUCT in the same niche. This is the “secret” approach that separates normal marketers from the Frank Kern’s and Ryan Deiss’ of the world... *they are getting paid to do market research and they aren’t doing the work!*

The goal here is that the front end system is COMPLETELY OUTSOURCEABLE and PROFITABLE. If you have a complete turnkey system like Google Nemesis in place your job is to market and cast a wide net, see what makes you money, and then build a sales machine around that offer or offers.

Rough numbers as to costs here...

\$500/month for a 50 hour a week worker... \$50/day profit... \$1000/month profit.

\$1000/month profit doesn't sound like much but you have just paid for your market research. You know which products sell and why and you can now spend your time buying more traffic, focusing on that one (or sometimes two) offer, building a list in this market and eventually building your own competing product.

**So Google Nemesis and approaches like it are paying you to test and research.**

*Of course, you need cash flow to cover 6 campaigns on average plus the worker plus the ClickBank lag (which you won't need once you get going) plus your ad spend on the winning campaign. Nothing is free, there are no guarantees, and there are no typical results.*

THAT'S how you use a model like [Google Nemesis](#) - you take a turnkey system and you let someone else do as much of the work as possible and take the profits and use it to cash flow larger ad spends while you build a more complete sales process around your own product.

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